

## **Hands-free Refreshment to be Unleashed in Orlando Today**

ANNAPOLIS, MD - Curt Silbert, President of Motivational Creations, Inc. announced today that their patented BevNeck® product line will be unveiled to the promotional products industry at the ASI Show in Orlando, FL, Jan. 4-5 through NUMO Manufacturing (booth 1528). Recently, the BevNeck line was licensed to top 50 supplier NUMO Mfg. out of Kaufman, TX, who is the exclusive supplier of BevNeck products to the industry. **Every show registrant will receive a free CanNeck® sample in their ASI Show bag.**

NUMO, inventor/supplier of the BottleJersey®, adds the BevNeck lineup to their vast array of innovative beverage insulators including the Pocket Coolie® and Boot Coolie®, as well as a complete line of drinkware, bags, totes and their all-new Old Plantation Foods line. Mike Hicks, president of NUMO Mfg. summarized, 'We're very excited to add BevNeck to our '05 lineup and the initial response from distributors has been overwhelming!'

BevNeck is more than just an insulator, it's a patented portable drinking system with a focus on hands free refreshment, providing a third hand when it's needed most. Designed for active lifestyle consumers, BevNeck provides 'Drinking Freedom' and serves as a 'wearable billboard' for the imprinted brand. BevNeck has been branded for promotions with General Motors, the PGA, Coors Light, Samuel Adams, Convera, CAPCOM and many more.

The current lineup features 4 different models to accommodate different sized beverages: **BevNeck** for water bottles, **BevNeck** for beer/soda bottles, **BevNeck Jersey** and **CanNeck**.

Like many great promotional items, BevNeck commands attention and is a huge hit at stadium sporting events, trade shows, tailgate parties, amusement parks and especially during outdoor activities such as boating, fishing or camping. BevNeck has been featured in MAXIM magazine, The Daily Show with Jon Stewart, the Food Network and more.

To learn more about BevNeck and experience 'Drinking Freedom' for yourself, be sure to stop by booth 1528 and visit NUMO Manufacturing. What's more, Numo can quickly fill your free hands with some tasty snacks from their Old Plantation Foods line!